



McFactor Multimedia Product

Evaluation

In order to evaluate the Multimedia Project, several references need to be made and critically analysed in order to conclude whether McFactor Multimedia Product was indeed a great success, or a failure.

Comments from Peer Reviewers.

In order to obtain accurate opinion and measure the success of the multimedia product, people need to use it and then give their feedback that would help me analyse and conclude whether or not, the specified requirements are being met, if there are any areas of improvements or if there are short comings in the multimedia product.

My first peer reviewer was Harshit Rabadia, who is good friend of mine. Harshit is studying Applied ICT at university level. His comments after using the multimedia product were as follows:

Harshit's Comment	
Is the product easy to use?	Yes, the product is very simple to use as the pages transit automatically without necessarily having to manually click the navigation button. Moreover the links are straightforward, and simple hence easy navigation throughout the product
Is the content provided adequate?	The content provided is adequate as all the important information is accurately displayed. This information includes: company background, product exhibition as well as contact details, hence proving to be genuine.
Links and Navigation	All the links are visible and easy to click. This gives easy access to swift shifting of pages.
Flash	The flash is very attractive and appealing to the eye. Changes occur very smoothly due to consistency, hence change in content layout does not appear as an extreme change.
Layout	The layout is neat and space is used efficiently, as there are no blank spaces and information has been allocated at perfect and anticipated spots.
Media - Images and Videos	The images are generally displayed as slideshows which is a great way to give the aspect of animation. Specifically, the animated slide show of products is a great idea, especially loading it, when the category button is clicked.
Overall Comment	Overall, the product is well developed however, I believe that there is scope for improvement on the last page of the multimedia product. I.e. Contact Us page. By gaining knowledge in ActionScript, the immediate feedback form could be made functional

The second peer reviewer is my classmate in business studies. His name is Darshan Patel. He has a great understanding in marketing, advertising, and international trade (online trade). His thoughts on the multimedia product are:

Darshan's Comments	
Layout	The layout of the product is one of the main strength of the multimedia product. All the content of the different pages is placed in spots that viewers can already anticipate, hence easy to use.
Is it visually attractive?	Yes, it's highly attractive. Visually, animations and video clips make the multimedia product very lively. This is very attracting and it will prove to be a market magnet (able to attract a great number of customers in the market).
Navigation	Navigation between pages is very easy as the pages transit to the next automatically. Moreover, navigation buttons are also provided for manual navigation hence viewers can skip a page in case they wish to go directly to a specific page.
Media – Photos and Videos	Media used in the product is very attractive and effective for advertising hence it makes the multimedia product more effective.

According to the peer reviews, it can be concluded that multimedia product was designed and developed quite successfully. However, there is scope for improvement in the Contact Us Page by making the immediate feedback form to be functional.

Evaluation of the Multimedia Product.

Another way to measure the success of the multimedia product is to match its capabilities against the specified requirements.

Firstly, the multimedia product was expected to be visually appealing and attractive. The multimedia product was expected to be able to grab attention of maximum number of potential customers who view the multimedia product and keep them “hooked up” to continue viewing the product. The multimedia product proved to be successful as both our peer reviewers gave a positive response on that aspect. The product is quite lively and attracting hence the number of customers is bound to increase.

Secondly, The Multimedia product was supposed to be consistent throughout the presentation i.e. every page of the multimedia had to be consistent and uniform. Minimum design changes were expected as the multimedia proceeds from one part to next. This point is also well addressed by our peer reviewers as they mention that no drastic changes were observed, hence this objective was successful.

Thirdly, the product has adequate information about the company and the cosmetic products in the multimedia product. The amount of information provided is to an extent that the customer trust the company and be ready to order the product without much research. This point was addressed by

Harshit, that information provided by the multimedia product was adequate. Hence this objective was successfully achieved.

Finally, the multimedia has auto play function. No matter how much the user tries to gain control of the multimedia product via use of buttons and other selective tools provided, the multimedia product has to run on its own and finish in the given time. This point was well addressed by both the peer reviewers. Both peer reviewers gave a positive response about the capability of the multimedia product being able to run automatically.

However, the multimedia has to provide facility to provide a feedback so that all the potential customers can provide an immediate feedback and submit their queries or opinions. This objective was not completed as the immediate feedback form in the multimedia product is not functional. It requires advanced knowledge in ActionScript which I lack. Therefore, the immediate feedback form was not able to function as intended hence the multimedia product failed to satisfy the objective.

Areas of enhancements in the Multimedia Product.

Under this segment of the evaluation, I have noted down specific areas of the Multimedia Product that could be enhanced or could be developed better.

Firstly, the animations could have been developed much better if I had knowledge of ActionScript. This refers to animation on Products Page. When the category button is clicked, a Movie Clip loads however, a user does not have any control over the animation after that. In case the user changes his mind and decides to view another category of products, he is unable to do that as he must finish watching the currently being displayed products and then he can view another category. Therefore if I had more knowledge in ActionScript language, I would be able to control that flaw and allow more user control.

Secondly, the immediate feedback form on the final page, Contact Us page, is not functional as it requires knowledge in advanced ActionScript language and coding. The immediate feedback form has been designed however, due to lack of coding, the form could not be made functional. If I had more knowledge and skills in ActionScript language and other coding languages, the product could be made further functional and made to be more interactive.

Finally, the product can be updated to sell cosmetic products directly, without necessarily, having to navigate to the company website itself. The product can be designed further to allow functions such as browsing through the products, adding them to cart, checking out and final payment using credit/debit card. This improvement is prior among the list since it could lead to a greater increase in number of sales as the product does not only advertise, but also sells along with advertisements.

My performance in Developing Multimedia Product.

The multimedia product became a great success as the design was well developed. The animations and interface is very attractive. It makes the multimedia product easy to use. The product is automated, hence much more efficient than when product should be manually navigated. After using Adobe Flash CS6, I have acquired a great number of skills as previously I had little or no knowledge in developing flash - based products. I have learnt a lot in the design segment of Adobe Flash. I can design advanced and complicated animations with Adobe Flash. However, there is one area of Adobe Flash that is my weakness. The area of improvement is ActionScript. I lack knowledge in ActionScript. I do not have skills in coding therefore, functions such as immediate feedback form are not functional. The knowledge that I have acquired so far was adequate enough to make basic functions of the multimedia product to work however, complex function such as immediate feedback form could not work.